WHAT IS CLAIMED IS:

1.   A method of selling products online by a plurality of stores based on a product catalog that comprises information on a plurality of products, the method comprising:

   managing information regarding non-sellable products for each store, the non-sellable product being a product that cannot be sold at that particular store; and

   when a purchaser selects a non-sellable product from the catalog of one store, introducing the purchaser to another store in which the product selected by the purchaser is a sellable product.

2.   The method according to claim 1, further comprising updating the information regarding the non-sellable products for each store using selection of a product from the catalog by the purchaser as a trigger.

3.   The method according to claim 1, further comprising managing information regarding stock shortage products for each store, the stock shortage product being a product that is out of stock in one particular store but that is available in another store,

   wherein the purchaser is introducing to the another store based on the information regarding the stock shortage

products.

4.   The method according to claim 3, further comprising
updating the information regarding the stock shortage
products for each store using selection of a product from
the catalog by the purchaser as a trigger.

5.   The method according to claim 1, further comprising
payment of fee by the another store to which the purchaser
has been introduced to the store from whose catalog the
purchaser has selected the non-sellable product.

6.   The method according to claim 1, further comprising:
        placing an order for the non-sellable product that
has been selected by the purchaser to a manufacturer; and
        selecting one step out of the step of placing the order
to the manufacturer and the step of introducing the purchaser
to another store.

7.   A method of selling products online by a plurality
of stores based on a product catalog that comprises
information on a plurality of products, the method
comprising:
        managing   information   regarding   non-sellable
products for each store, the non-sellable product being a

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product that cannot be sold at that particular store; and

when a purchaser selects a non-sellable product from the catalog of one store, performing a shipment processing of shipping the product selected by the purchaser from

5 another store in which the product selected by the purchaser is a sellable product.

8.   The method according to claim 7, comprising managing information regarding stock shortage products for each store,

10 the stock shortage product being a product that is out of stock in one particular store but that is available in another store,

wherein the product is shipped from the another store based on the information regarding the stock shortage

15 products.

9.   A computer program containing instruction for executing a method of selling products online by a plurality of stores based on a product catalog that comprises

20 information on a plurality of products, the computer program enabling a computer to function as:

a management unit which manages information regarding non-sellable products for each store, the non-sellable product being a product that cannot be sold at that particular

25 store; and

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an introduction unit which, when a purchaser selects
a non-sellable product from the catalog of one store,
introduces the purchaser to another store in which the
product selected by the purchaser is a sellable product.

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10. A computer program containing instruction for
executing a method of selling products online by a plurality
of stores based on a product catalog that comprises
information on a plurality of products, the computer program
10 enabling a computer to function as:

a management unit which manages information regarding
non-sellable products for each store, the non-sellable
product being a product that cannot be sold at that particular
store; and

15 a shipment unit which, when a purchaser selects a
non-sellable product from the catalog of one store, performs
a shipment processing of shipping the product selected by
the purchaser from another store in which the product
selected by the purchaser is a sellable product.

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